



Environmental Affairs
Philip Morris Management Corp.

Monday, September 24, 2001

Late last week, we were notified that we had been accepted for membership of the Global Environmental Management Initiative (GEMI).

This is a notable step in our ongoing endeavours to obtain a voice within the external environmental community. In this case, it will provide us with a major opportunity to meet with our corporate peers and exchange ideas and information on leading environmental issues.

GEMI is a non-profit organization of leading companies, whose members work together on a wide variety of current issues. It is regarded as one of the pre-eminent industry groups on the environment.

GEMI's goal is to provide strategies that help business achieve environmental, health and safety excellence and, in this respect, the mission of GEMI merges perfectly with our own.

Philip Morris will be joining around forty other major corporations, including Anheuser-Busch, Bristol-Myers Squibb, Coca-Cola, Dow Chemical, DuPont, Eastman Kodak, Johnson & Johnson, Merck, Motorola, Procter & Gamble and Texas Instruments.

Although the initial users of this new alliance will be our North American operating companies, we shall all be in a position to benefit as we begin to undertake an active role in GEMI's specialist committees and international activities.

These include: Benchmarking; Investor Relations; EHS Information Management Systems; Sustainable Development; Water Sustainability; and Environment and the Top Line.

Membership of GEMI provides us with a considerable number of opportunities in the future and contributes in a meaningful way to the corporation's Corporate Affairs objectives of societal alignment, stakeholder relations and relationship building.

Further information about GEMI can be found on its website at www.gemi.org.

Issued by:
Environmental Affairs, PMMC

Enquiries to:
Colin.Goddard@us.pm.com

PM3001180558